

6-2-2004

June 2nd 2004

Hispanic News

Follow this and additional works at: <http://scholarworks.lib.csusb.edu/hispanicnews>

Recommended Citation

Hispanic News, "June 2nd 2004" (2004). *Hispanic News*. Paper 413.
<http://scholarworks.lib.csusb.edu/hispanicnews/413>

This Article is brought to you for free and open access by the Special Collections & Archives at CSUSB ScholarWorks. It has been accepted for inclusion in Hispanic News by an authorized administrator of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.

CONGRATULATIONS TO ALL THE GRADUATES

A Publication of the
Hispanic Communication &
Development Corporation

Wednesday, June 2, 2004
Volume 17
Number 20

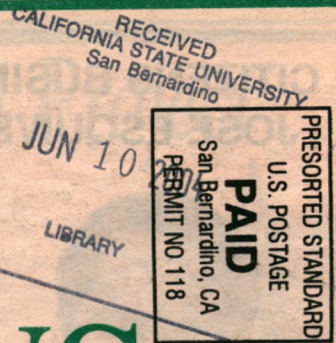


HISPANIC NEWS

The Inland Empire's only Hispanic-owned English language newspaper

San Bernardino ♦ Riverside ♦ Colton ♦ Rialto ♦ Fontana ♦
Ontario ♦ Corona ♦ Bloomington ♦ Rancho Cucamonga ♦ High

LIBRARY PERIODICAL DEPT
5500 UNIVERSITY PARKWAY
SAN BERNARDINO, CA. 92407



ROSA BELTRAN- HARVARD UNIVERSITY BOUND



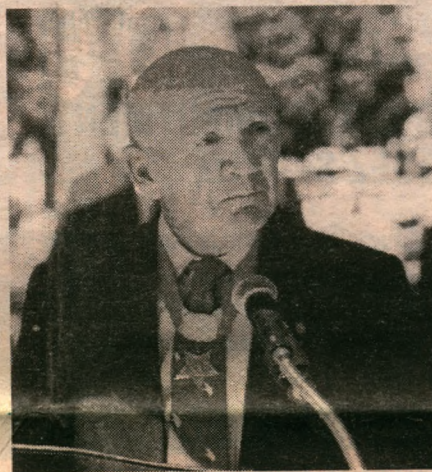
Rosa Beltran, Ontario High School student with a GPA of 4.6, has been accepted at Harvard University. Rosa is holding a plaque displaying a Certificate of Acceptance received from Harvard University during a recent visit. Rosa credits her mother for inspiring her to acquire higher educational goals. Rosa was third highest in the 2004 graduation class. Photo by IEHN

When Rosa Beltran entered Ontario High School, she set a goal of going to college and not just any college, but the best college in the nation for an education. This high educational goal for Rosa has been achieved when she received official news in May 2004, of being accepted to Harvard University, one of the 10 most prestigious universities in the United States!

Rosa's dream of a college education was set at the start of her high school enrollment. She challenged herself to achieve academically during those four years. The challenge included sacrifices far beyond what an average student would face in high school. "I was always thinking of higher education for myself since I was very young and I have achieved the goal of a higher education with great pride" said Rosa, who is ranked third in her graduating class. "I will

Continue on page 6

MEMORIAL DAY OBSERVED AT MOUNTAIN VIEW CEMETERY



Retired Marine Colonel Robert J. Modrzejewski was keynote speaker at the Memorial Day services at Mountain View Cemetery. Modrzejewski was awarded the Congressional Medal of Honor for his leadership in annihilating a North Vietnam large enemy force. Photo by IEHN See more pictures on page 6

NATIONAL LATINO PEACE OFFICERS ASSOCIATION 19th ANNUAL OFFICER OF THE YEAR AWARDS



Desiree M. Caldera, center, was NLPOA 2003 Scholarship recipient, at the 19th Annual Awards Ceremony. Ron Ybarra, left, proud grandfather of scholarship recipient and long time NLPOA member and NLOPA Leonard Gonzales. Photo by IEHN

See article on page 6

SAN BERNARDINO REGIONAL AIRCRAFT RESCUE AND FIRE FIGHTING CENTER GROUND BREAKING



San Bernardino Regional Aircraft Rescue and Fire Fighting Center Ground Breaking were conducted at the San Bernardino International Airport with officials participating in the ceremonies. Pictured (l to r) SBCCD Chancellor Dr. Don Averill, SGCCD Board of Trustee Dr. Donald Singer, Director of Airport Western Pacific Region William C. Withycombe, Congressman Jerry Lewis, Assistant to SBCCD Chancellor Frank Reyes, CHC President Gloria Macias Harrison, San Bernardino County Supervisor Dennis Hansberger, Congressman Joe Baca, San Bernardino Mayor Judith Valles, CHC Student Trustee Aline Engel. Photo by IEHN

See article on page 3

JOHN CHAVEZ, CCNMA ESPERANZA AWARD RECIPIENT



John Chavez, left, was recipient of the California Chicano News Media Association-Riverside Chapter's 2004 Esperanza Award at the 16th Annual CCNMA dinner at Riverside Community College with Mark Acosta, CCNMA president. The Esperanza Award is presented in recognition of those who bring hope to the Inland Empire Latino Community. A Riverside County resident

since 1935, Chavez was among the first Latino school board members in Riverside County. A Jurupa School District board member since 1975, Chavez has served as Clerk of the Board in 1977 and 1981 and president in 1978 and 1984. He is the father of five Jurupa School District graduates. Active in the community and retired from Rohr Industries after 43 years, he is a member of the Jurupa Valley Hispanic Association, vice president of the Riverside County School Boards Association, delegate to the California School Boards Association and treasurer of the Jurupa Lions Club. California Chicano News Media Association's mission is to aid Latinos in pursuing journalism careers and advocate diversification of media newsrooms throughout the state. Photo by IEHN

CITIZENS BUSINESS BANK PROMOTES JOSE ESQUIVEL TO VICE PRESIDENT



ONTARIO, CA - D. Linn Wiley, President and Chief Executive Officer of Citizens Business Bank, has announced the appointment of Jose Esquivel to the position of Vice President and Banking Officer of the

Fontana Business Financial Center.

Mr. Esquivel's professional career incorporates over five years of banking experience. Prior to his appointment with Citizens Business Bank, Mr. Esquivel was a Junior Commercial Loan Officer with Sanwa Bank of California. He was also a Relationship Manager with Banco Popular North America in Santa Fe Springs.

Mr. Esquivel will soon receive a Bachelor of Arts Degree in Business Management from the University of Phoenix.

Citizens Business Bank is the largest financial institution headquartered in the Inland Empire Region of Southern California. It serves 30 cities with 37 business financial centers in the Inland Empire, Los Angeles County, Orange County and the Central Valley areas of California.

NEW BIOGRAPHY REVIEWS THE COMMITMENT OF WILLIE VELÁSQUEZ'S—VOZ

In *The Life and Times of Willie Velásquez: Su Voto Es Su Voz*, Juan A. Sepúlveda, Jr., offers the unprecedented biography of William C. "Willie" Velásquez, Jr., founder of the Southwest Voter Registration and Education Project (SVREP) and an influential participant in other leading Latino rights and justice groups, including the Mexican American Youth

Organization (MAYO) and the Mexican American Unity Council (MAUC). From the late 1960s until his untimely death in 1988, Velásquez helped Mexican Americans and other Hispanics become active participants in American political life. Though still insufficiently appreciated, Velásquez holds a unique status in the pantheon of modern American civil rights figures.

Velásquez's work on voter rights and registration triggered an unprecedented mobilization of Latino voters in pivotal electoral states across the U.S. including California, Illinois, and Texas. Today, as Latinos emerge to constitute America's largest minority group, with growing reach into other major states, such as New York, Florida, Georgia, Iowa, and North Carolina, Hispanic American political influence – drawing on Velásquez's legacy – can only become more significant in the years to come.

Former Rhodes Scholar and Velásquez protégé Juan A. Sepúlveda, Jr.'s biography of the man provides a first, definitive glimpse into his life and times. Based on Sepúlveda's close personal relationship and exchanges with Velásquez during the SVREP founder's final years, and over a dozen years of research and writing, the book chronicles Velásquez's influences, his landmark contributions to American civic culture, and his enduring legacy.

Sepúlveda's volume has garnered praise from scholars and peers of Velásquez. Andy Hernandez Executive Director of 21st Century Leadership Center and former president of the SVREP, says, "Out of meager origins, against formidable odds and in spite of the conventional wisdom it could

INLAND EMPIRE JOB CORPS COMMENCEMENT HELD AT CSUSB



The Inland Empire Job Corps Graduating Class of 2004. Fifty three trainees graduated with various vocational trades and high school diplomas or GED. Photo courtesy of IEJC

Inland Empire Job Corps held its annual commencement exercises at Cal-State, San Bernardino with 53 trainees graduating from various vocational trades, including clerical, welding, food service, facility maintenance, landscaping, carpentry, electrical, certified nurse assistant, tile setting and surveying. In addition to completing a trade, graduates received their high school diplomas or GED.

Dr. Clifford Young, San Bernardino Fifth District Supervisor was keynote speaker. Dr. Young spoke on the continuation of education in their everyday lives. He stressed the importance of reaching for the stars by achieving the highest education.

2004 GRADUATING CLASS

David Austin, Brian Barnes, Anna Belden, Allen Brown, Jr., Joshua Butler, Geoffrey Carter, Guadalupe Castaneda, Kevin Cattenhead, Takeisha Coleman, Heather Cunningham, Alejandra Delgado, Mark Deloney, Keisha Dimery, Sergio Dorantes, Crystal Edison, Jen-

nifer Flores, Julian Fuentes, Liliana Gonzales, Claribel Gonzalez, Karla Gonzalez, Sonia Gonzalez, Skylar Hadnot, Jason Howard, Leslie Juarez, Richard Lamb, Anthony Lane, Candace Lee, Leola Little, Jackie Manriquez, Armondo Marquez, Terrell Martin, Jennifer Miller, Tanya Miller, Cedrick Miller, Norman Munoz, Gabriella Nunez, Vincent Ortega, Maria Ortiz, María Paramo, Casey Penn, Jacqueline Rodriguez, Beatrice Ramos, Louis Salter, Jasmine Stewart, Sandra Terrazas, Christina Thomas, Patrick Thompson, Anthony Valdez, Tony Wagoner, Samalpa Welch, JonPierre Wilson, Porsche Winstead and Ray Woodard.

The Inland Empire Job Corps has been serving the Riverside and San Bernardino Counties since 1978. The IEJC is a residential and non-residential vocational training program funded by the Department of Labor and operated by Management & Training Corporation. For more information on the Job Corps call at (800) 788-6305.



Sonia Gonzalez, Gabriela Nunez and Alejandra Delgado are celebrating on receiving their high school diplomas from the Job Corps at recent graduating ceremonies at Cal-State, San Bernardino. At right, Frances Vasquez, representative for Senator Nell Soto. Photo by IEHN

HISPANIC NEWS

The Inland Empire's only Hispanic-owned English language newspaper

San Bernardino • Riverside • Colton • Rialto • Fontana • Moreno Valley • Ontario • Corona • Bloomington • Rancho Cucamonga • Highland • Redlands

The Inland Empire Hispanic News is owned and operated by the Hispanic Communication and Development Corporation.

Publisher/Editor - Graciano Gomez
Office Manager - Trini Gomez
Design/Layout - Charla Paszkiewicz
Accounts Analyst - Stella Salazar
Advertising Executive - Cesar Sanchez
Distribution - Art Ramos

Writers - Pauline Jaramillo
- Esperanza Allende
- Angela Vasquez

The Inland Empire Hispanic News is published every two weeks and distributed in San Bernardino, Riverside, Colton, Rialto, Fontana, Moreno Valley, Ontario, Corona, Bloomington, Rancho Cucamonga, Highland & Redlands. You may subscribe or advertise by contacting the office.

Telephone (909) 381-6259
Fax (909) 384-0419
Email hispanic_news@eee.org

Office:
1558-D North Waterman
San Bernardino, CA 92404

SALE REPS WANTED

The IEHN is seeking assertive persons as sale representatives within the
INLAND EMPIRE . GOOD commissions.
Call (909) 381-6259 for appointment.

Continue on page 8

GET AN EDGE IN COLLEGE ADMISSIONS

What are colleges looking for today in identifying the freshman of the future? The Complete package.

A growing number of colleges and universities are adopting what they call the "holistic approach" to admissions. They're looking at the whole applicant and favoring the triple advantage—the students who combine academics with school activities and community service.

Admissions officers consider many factors when selecting each new freshman class. While they still emphasize a challenging curriculum, solid grades and test scores, a strong mix of the three S's—scholarship, school activities and service—appears to play a more influential role at many schools which want students who can succeed in an out of classroom.

Developing the all-around student is becoming equally as important as academics or sports, says Rose Rennekamp, vice president of communications for ACT (the company best known for the ACT college entrance and placement exam).

Schools are partnering with companies that promote extracurricular activities and award students for their efforts via national recognition programs. In fact, a growing number of awards are given to students based on their overall package rather than strictly on academics or sports.

Rennekamp cites the Wendy's High School Heisman (WHS) program as an honor that specifically recognizes a senior male and female each year who excel in the classroom, in the field of play, and in the community. By simply answering questions on the WHSH application, students gain a sense of what college admissions officers look for.

"I know I was accepted to each university that I applied to based on much more than just my academic achievements," said Robert Hucfner, a freshman enrolled at both Harvard University and the Massachusetts Institute of Technology and a 2002 WHSH Award winner. Besides excelling in three sports in high school, he was a National Merit Winner, ranked

second in his class, was class president and school newspaper editor and was active in many community service programs in Peachtree City, GA.

In the 10 years that the Wendy's High School Heisman has been given, school administrators have nominated more than 110,000 seniors or this prestigious award. Besides ranking at the top of their classes academically and excelling in athletics, the 2003 finalists served as role models and leaders in community programs.

Taking these factors into consideration, WHSH and ACT offer a checklist of advice to parents and students on how to become a triple threat and capture the interest of admissions officers. They also point out that students and their parents should start as early as middle school to chart a course for success.

College Admissions Checklist:

- Coursework, grades and test scores matter—take a challenging curriculum and study hard
- Be committed to the extracurricular activities you join—think quality over quantity
- Give Back—volunteer in the community
- Build a summer resume—study a foreign language, volunteer or get an internship
- Cultivate relationships with high school faculty and college admissions officers
- Get recognized—inquire about scholarships and awards that showcase your achievements; for more information on the WHSH, log onto www.wendyshighschoolheisman.com
- Make it a joint effort; students and parents need to work together
- Don't slack off during your senior year—you'll be more prepared or college if you continue to work hard through graduation.

SAN BERNARDINO REGIONAL AIRCRAFT RESCUE AND FIRE FIGHTING CENTER GROUND BREAKING

During the past two years, the Federal Aviation Administration (FAA) approved two grants totaling more than \$8 million to construct the new San Bernardino Regional Aircraft Rescue and Fire fighting Training Center at the San Bernardino International Airport. The center, which has been in the planning stages for 10 years, will be used for training fire fighting personnel nationwide in the proper tactics for fighting aircraft fires and proper rescue techniques for such emergencies.

"San Bernardino International Airport is the perfect location for a new world-class training facility that will ensure that firefighters are ready to take on the unique problems of an aviation fire," said Congressman Jerry Lewis, who represents the airport and helped secure federal grants for the project. "I am proud to work with the San Bernardino Community College District and the city and county on this fabulous project, and I have no doubt it will improve safety at airports throughout California and the West."

The Joint Powers Authority (JPA), comprised of the San Bernardino Community College District, Crafton Hills College, the County of San Bernardino Fire Department, and the City of San Bernardino Fire Department, applied for the initial funding from FAA to construct the fire fighting facility.

With the cooperation and support of the Inland Valley Development Agency (IVDA), the San Bernardino International Airport Authority, Lewis, and the late Congressman George Brown, the training site has become a reality.

"Completion of this project will be another step toward turning our closed

Air Force Base into a hub of economic and educational activity for the whole Inland Empire—the first of many such top-flight facilities I believe will be located here," Lewis said. "It has come about because of the strong cooperation between the city, county and college district, who have shown that working together can make San Bernardino County a leader in the region."

Crafton Hills College, working jointly with the San Bernardino County Fire Department, will oversee the educational component of the program.

"We're very happy to see the fruition of many years of hard work by the Joint Powers Authority," said CHC President and JPA Chairperson Gloria Macias Harrison. "The facility will be a first class training facility that will service the Southwest and the Nation."

The center will be located with easy access for firefighters throughout the region. In addition to an administration building with classrooms, the center will utilize a state of the art computerized live propane simulator. Propane fuel will be utilized for fires so there will be no environmental hazards.

The live simulator, approved by the FAA, has two major props—a Fuel Spill Burn Area (FSBA) and a Specialized Aircraft Fire Fighting Trainer (SAFT).

The SAFT simulator, a 737-sized mock-up, provides students the experience of interior fire attack training. The simulation senses when the trainee, using proper fire suppression techniques, defeats the fire, and it slowly reduces the flame to extinction.

Look & Feel Better

Try whole grains such as corn tortillas, whole wheat tortillas and whole wheat bread.

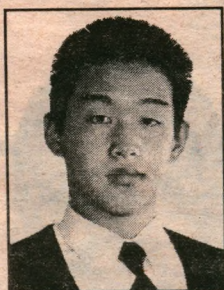


A message from California Department of Health Services funded by the U.S. Dept. of Agriculture Department of Public Health Nutrition Program Human Services System County of San Bernardino Project LEAN and the Nutrition Network Grant #99-85867

The San Bernardino City Unified School District

Proudly Presents

The Class of 2004 Valedictorians



Bing Yune Chen
San Geronimo High
4.63 G.P.A.
UC Berkeley



Steven Mark Hurtado
Cajon High
4.87 G.P.A.
Pomona College



Thomas Hall
San Bernardino High
4.65 G.P.A.



Sandra Kolendowicz
Middle College High
4.15 G.P.A.
UC Davis



Melissa Nuñez
Pacific High
4.74 G.P.A.
UC Irvine



William Clayton
Arroyo Valley High
4.63 G.P.A.
Cal State, San Bernardino

NATIONAL LATINO PEACE OFFICERS ASSOCIATION 19th ANNUAL OFFICER OF THE YEAR AWARDS



NLPOA 2003 Officer of the Year Award recipients at the 19th Annual Awards Ceremonies at the Four Seasons Hotel, Ontario.
Photo by IEHN



NLPOA-Coachella Chapter members attended the 19th Annual Officer of the Year Awards.
Photo by IEHN

An overflow audience, representing police officers, sheriff deputies, CHP, corrections and patrol officers, convened at the Four Seasons Hotel, Ontario, for the National Latino Peace Officers Association 19th Annual Awards Dinner, including guests Congressman Joe Baca, San Bernardino Sheriff Gary Penrod and San Bernardino District Attorney Michael Ramos. Lt. Gil Carillo, Los Angeles Sheriff Department, was master of ceremonies for the event. Carillo was a key investigator in the famous Richard Ramirez "Night Stalker" case in Los Angeles. Ontario Mayor Gary Ovitt welcomed the guests on behalf of the city.

United States Marshal Adam N. Torres, appointed by President Bush and confirmed by the Senate on May 15, 2003, was keynote speaker. His service areas are the counties of Los Angeles, Orange, San Bernardino, Riverside, Ventura, San Luis Obispo and Oxnard.

He spoke on the responsibilities of the Marshal Service. The oldest law enforcement agency in the United States has broad powers, including federal judicial process, fugitive investigation and apprehension, witness protection program and asset and forfeitures management.

Torres was previously Supervisory Agent for the Internal Revenue Service-Criminal investigation Division in Laguna Niguel for 19 years. His responsibility involved criminal investigations of internal revenue laws, bank secrecy act, and other financial-related crimes, using an array of investigative techniques: confidential informants, undercover operations, pen registers and search warrants. Specific areas in-

cluded health care fraud, government fraud, interstate theft, street gangs, counterfeiting, and other crimes under IRS jurisdiction.

Torres, previously a Colton resident, graduated from Cal-State, San Bernardino in 1986 with a B.S. in Business Administration with an emphasis in accounting; and a Distinguished Graduate in academic and physical fitness from the Federal Law Enforcement Training Center.

U.S. Marshal Adam N. Torres received a NLPOA Special Achievement Award.

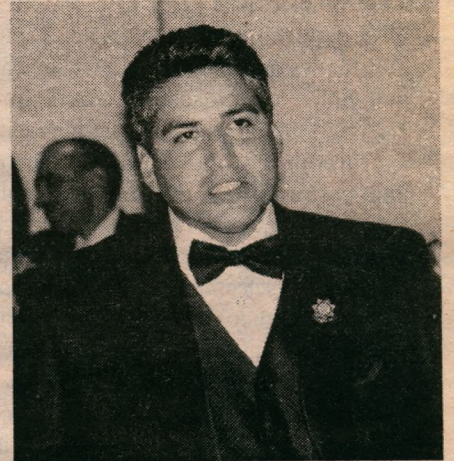
Desiree Caldera-NLPOA 2003 Scholarship recipient

Desiree Caldera, daughter of the late Jon Dru Caldera and Jamie Ann Caldera, was selected NLPOA 2003 Scholarship recipient. Desiree is graduating from San Bernardino High School in June 2004 with an overall GPA of 3.21. She will enroll at Cal-State, San Bernardino, with emphasis in Business Administration and Marketing. Her career goal is to become an attorney in the private sector.

Desiree was raised in a strong family structure and at age 8, her father was killed in an accident. Her father's love and impact on the family has motivated Desiree to continue to become a role model in his memory. She receives added family support from mother Jamie Ann, paternal grandparents Juan and Clara Caldera and maternal grandparents Ron and Teri Ybarra. She also credits teachers Mr. Joseph, Mrs. Kimble and Ms. Juras. Desiree, an AVID student, helps classmates and her sister with homework, and volunteers at Lady of Assumption Church and a deb at the California Theater. Desiree's future vol-

unteer goal is to open a teen center with tutoring and counseling for young adults.

The following are the 2003 "Officer of the Year" recipients: Officer Greg Holmer, Redlands Police Dept., Officer Christopher Tusant, Colton Police Dept., Deputy Robert Casas, San Bernardino Sheriff's Department, Sgt. Sam Sarmiento, Cal-State University Police, Sgt. Randy DeAnda, Rialto Police Dept., Officer Mark Bradley, San Bernardino County Probation Dept., Senior Investigator Scott Petersen, San Bernardino District Attorney's Office, Officer Jeffrey Wentz, Ontario Police Dept., Officer David Ibarra, Fontana Police Dept., Correctional Officer Albert Gandara, Centinela State Prison, Correctional Officer Margaret Gandara, Centinela State Prison, Officer Aaron Kelliher, Chino Police Dept., Correctional Officer Ana Alison, Calif. Institute for Women, Senior Investigator Leonard Ortiz, Riverside County District Attorney's Office, Correctional Sgt. Peggy A. Collier, Calif. Institute for Women, Officer Manuel Gaitan, San



Adam N. Torres, United States Marshal for the Central District of California, was the keynote speaker at the NLPOA 19th Annual Officer of the Year Awards Dinner. Photo by IEHN

Bernardino Police Department, Sgt. Larry Gonzales, Riverside Police Dept., Deputy U.S. Marshal Monica Nunez, U.S. Dept. of Justice, Parole Agent Manuel Guerrero, Dept. of Corrections, Parole Agent Linda D. MacLead, Dept. of Corrections, Officer Rudolfo Rodriguez, CHP-Victorville, Officer Adam Cortinas, CHP-San Bernardino, Sgt. Fernando Contreras, CHP-Riverside, and Sgt. Matthew Jimenez, Riverside County Sheriff's Department.

NLPOA 2004 executive board of directors: Larry Gonzales, president, Gary Pena, 1st vice president, Dennis Alvarado, 2nd vice president, Joe Cerillo, treasurer, Patty Silva, secretary, Mary Alice Romero, director, Steve Hernandez, parliamentarian, Ron Ybarra, sergeant at arms, and Gilbert Ruvalcaba, historian.

DEMOCRATS ARE LOSING THE LATINO ELECTORATE

By Robert Miranda



The Democratic Party is losing its fight to attract Hispanic voters.

Some Latinos have voted Republican in recent years because Democrats have failed to come to grips with the culture of the Latino community.

This failure could cost the Democrats the White House.

Many Latinos come from nations where the government has been seen as tyrannical, so the GOP's anti government rhetoric appeals to them. And many Latinos are small businesspeople, so President Bush's pro-entrepreneur pitch hits the mark. The Republican Party's socially conservative rhetoric, which includes emphasis on families and religion, also appeal to many Latinos.

Hispanics made up about 6 percent of the electorate in the 2000 election. Bush won 35 percent of this vote, while Al Gore drew 62 percent.

By the end of the 1980s, foreign-born Hispanic voters who spoke mostly Spanish represented 18 percent of the Latino voting population, according to Maria Cardona, vice president of the New Democrat Network. Today that number has skyrocketed to 51 percent, she says.

Continue on page 5

ADMINISTRATIVE PROFESSIONAL ROLE GROWS IN IMPORTANCE

As the way companies do business has changed over the years, the role of administrative professionals has expanded dramatically and is more important than ever. Office support is one of the largest segments—18 percent—of the U.S. labor force.

"Today's administrative professionals are of a higher caliber than the clerical secretaries of yesterday," said Catherine King, vice president for staffing provider Kelly Services. "Employers are requesting office professionals who can handle larger tasks, have a greater sense of company business and be facilitators of communication among members of an increasingly mobile staff."

Skills such as desktop publishing, spreadsheet reports, budgeting, customer service, meeting and travel planning and Internet research are basic to most administrative professionals. Many employers also desire great communication and problem-solving skills and the ability to work in a team environment.

With the increased range of responsibilities, career opportunities for administrative professionals have expanded. Their diverse skills can serve as a springboard into related areas of project management, events planning, marketing and public relations.

"Administrative professionals are among the most adaptable and resourceful employees in any company and the best employers nurture them by offering training and providing a career path," added King.

The Kelly Career Network matches candidates with open jobs. Visit www.kellyservices.com/kcn.

Secretaries and Administrative Professionals

- Average annual administrative professional's salary: \$30,000
- Shorthand skills generally not required.
- 95 percent of all administrative professionals use personal computers.
- Today's administrative duties include project management, word processing, spreadsheet reports, desktop publishing, presentations, accounting, training, purchasing, meeting and travel planning and Internet research.
- Administrative professionals work between 41 and 45 hours weekly.

**Next Issue of the
Inland Empire
Hispanic News
is June 16th**

DEMOCRATS ARE LOSING THE LATINO ELECTORATE

By Robert Miranda

Democrats are missing the boat by not targeting this bloc of voters.

The Bush campaign, on the other hand, is preparing an incredibly aggressive and unprecedented voter-outreach campaign to this bloc, using Spanish-language television as the vehicle to reach the mostly swing Latino voters.

What Democrats have to do is show this population that they are willing to appeal to their culture. Democrats need to communicate their message to Latinos bilingually and aggressively via television, radio, print and on the internet.

What's more, Democrats have to realize that Latinos are not a homogenous population. Puerto Ricans, Mexicans, Cubans and all other Latino ethnic cultures must be treated equally and afforded access to Democratic leaders, or else leaders of different ethnic groups within the Latino population will move to the Republican Party and press for their ethnic populations to do the same.

The outreach the Republican Party has achieved in the Cuban and Mexican communities is impressive. This outreach effort is now making inroads into Democratic strongholds of the

Puerto Rican population and others.

The Democrats are in the catch-up phase of this political effort, but it is one they must move on immediately if they want to win the White House back.

Robert Miranda is one of six elected members on the Milwaukee Social Development Commission, which oversees social-services, youth services, Head Start and food services. Miranda also helps craft the policy of Wisconsin's largest anti-poverty agencies. He can be reached at pmproj@progressive.org.

Llame antes de cavar.



**Usted se puede
herir o herir
a otros.**

**Puede pagar
significativas
multas
y costosas
reparaciones.**

Siempre es conveniente saber donde están enterradas las líneas de servicios públicos subterráneas **antes** de comenzar cualquier tipo de proyecto que implique cavar. Las líneas pueden estar escondidas debajo de calles y senderos; incluso debajo de terrenos vacantes y a lo largo

de los límites de una propiedad. Siempre que necesite cave, estará el riesgo de encontrarse con líneas de gas natural, electricidad, agua, teléfono o cable.

No importa si usted está cavando en su patio o excavando para un proyecto comercial, la ley requiere que antes llame al servicio de ubicación

Dig Alert. Dentro de dos días laborales luego de su llamada, cada servicio público visitará su propiedad y marcará dónde se encuentran sus instalaciones, para que de esta forma usted o su contratista pueda cavar con seguridad. El no obtener la ubicación apropiada de las líneas de los servicios subterráneos puede tener como consecuencia multas significativas y costosas facturas de reparación.

Para seguridad de todos llame a **Dig Alert**, al número de teléfono sin cargo, dos días laborales antes de comenzar a cavar. Es simple, es gratis, es la ley.

Llame a Dig Alert
1-800-227-2600



SOUTHWEST GAS

ROSA BELTRAN - HARVARD UNIVERSITY BOUND

Continued from Page 1

who is ranked third in her graduating class. "I will be the first in my family to go to college."

Rosa and her family have had tremendous economic and social barriers before immigrating to the United States from Mexico.

Rosa's maternal family was living at the lowest economic level in the city of Guadalajara, Mexico. The family tradition was set for the future of six young women in the family of 10 children that education would not proceed beyond the sixth grade, with a future of being housewives and enduring the harsh daily toil, thus facing a continual patriarchal society generations in the making.

This was the environment that Rosa Beltran's mother faced at age eighteen. She opted to become a nun to avoid the father's domestic tyrannical rule. As a novice, she served in convents in different cities in Mexico, a "beautiful spiritual life" as she described in later years.

She also left the convent, became pregnant, and reluctantly returned to her family's residence, reassum-

ing the stringent family structure demanded by tradition.

After Rosa was born, her father and mother immigrated to the United States. After many years, the parents were separated and the mother was faced with raising five children. The challenge to provide for her children has been the mother's sole mission in life, according to Rosa, in a comprehensive essay on her personal life's experiences and hopes for the future, submitted for this article and in interviews.

"My mother's experiences of being deprived of an education and her sacrifices have played a primary role in shaping my ambitious character, commitment to academic achievement and motivation to go to college. To date, I have faced and surpassed many challenges and made the most out of opportunities," she stated.

Beltran's challenges began at an early age, she said. Starting elementary school, her classmates told the teacher, "Rosa can't speak English." She starting learning humility at that age, and a frustration when her

mother was unable to help her at home throughout her growing years, due to working weekdays and weekends to provide for the family. Remembering those years and her experiences of the need for English proficiency, Beltran has volunteered her summer time at Sultana Elementary School where she attended. The majority of students at Sultana are Hispanic, underprivileged and children of immigrant parents. "I teach these students to write and write Spanish as well as speak, read and write English." She plans to continue to volunteer at Sultana in the future and make a difference for those children, "essentially, the future of our nation." Rosa is also involved in her church's youth choir and a lead cantor at weekly Mass.

Entering high school were added challenges. She took the requisite college preparatory courses for her future college career. She states, for example, that in her senior year, a choice had to be made between AP Calculus and AP Statistics. Knowing that AP Calculus was the most rigorous course offered at school, this would present a great challenge. The class required starting 45 minutes before regular class, weekly evening study sessions, and a demand for independent study. She chose that course. She received a B at the end of the semester, losing her Valedictorian status (not to mention, crying like a baby). This ex-

perience, she said, made her grow intellectually and more mature, adding that the grade itself, inwardly, made her proud. Her accumulative GPA is 4.6.

Rosa has received many academic accolades, including John Harris Leadership Award (2000), Governor's Scholarship (2002), National Honor Society (2003), National Hispanic Designation (2003) and Bank of America Liberal Arts Award (2003), among others. She is unable to receive federal government aid to continue her education due to her immigration status.

Rosa's plans at Harvard University is a double major in International Relations and Economics, with a minor in Latin-American Studies. Her professional careers vary at this point: U.S. ambassador, chair of the Federal Reserve Board, senator from California, and/or president of Mexico.

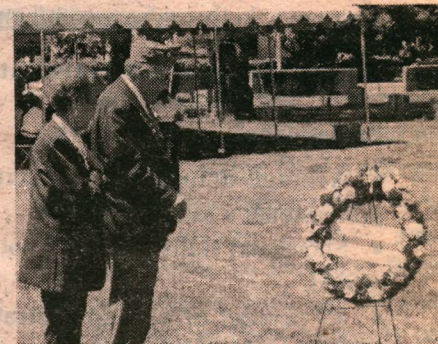
"My greatest ambition is to fully understand United States immigration policies, assess the problems and propose solutions. I dream that one day, people like I will not be seen as a social burden, but as equals and significant contributors to the social mosaic of this nation.

"I am just one example of what every young woman is capable of, and I will uphold my commitment to education, the celebration of my heritage, and the betterment of my community and my world."

MEMORIAL DAY OBSERVED AT MOUNTAIN VIEW CEMETERY



Missing Man formation flies over the Memorial Day ceremonies at Mountain View cemetery. Photo by IEHN



Catholic War Veterans San Bernardino members place a wreath in honor of veterans who have died in wars. Photo by IEHN



Edwards Air Force Base Rifle Squad stand at attention as Michael Green plays taps at the Memorial Services at Mountain View Cemetery. Photo by IEHN

"Community College is changing my life."
- Fernando Santana -

Fernando Santana's family couldn't be more proud of him - the first to graduate from high school and go to college. He contributes his success to Valley College where his experience and teachers have kept him focused on learning and good grades.



SAN BERNARDINO
COMMUNITY
COLLEGE
DISTRICT
"Enhancing your life with quality education"

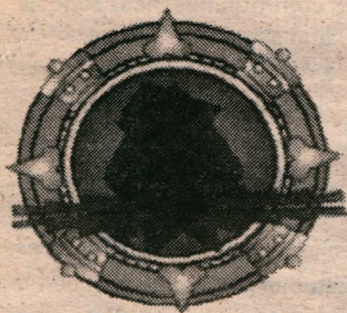
www.bccd.org

(The San Bernardino Community College District consists of San Bernardino Valley College and Crafton Hill College in Yucaipa.)

Libreria del Pueblo, Inc. / Calpulli Health Project

In partnership with

Inland Caregiver Resource Center



Cultural Health Fair

"The Pilgrimage of our Elders"

"La Peregrinación de Nuestros Abuelos"

Feria Cultural de la Salud



Saturday, June 5, 2004

10:00 a.m. to 2:00 p.m.

La Placita Park

685 Mt. Vernon Ave.

San Bernardino, CA 92411

*For a Healthy and
Dignified Community*

"ACTIVITIES FOR CHILDREN, MUSIC, AND FOOD"

- Opening Prayer by Father Guillen
- Educational workshops on caring for our elders
- There is no cost to participate!

Funded by California Endowment, California Wellness Foundation, and San Bernardino County Department of Aging and Adult Services: National Family Caregiver Support Program

NEW BIOGRAPHY REVIEWS THE COMMITMENT OF WILLIE VELÁSQUEZ'S—VOZ

Continued from Page 1

not be done. Willie Velásquez initiated and organized a social movement whose lasting legacy is the continuing integration of Latinos into our nation's civic life. Willie was the 'High Apostle' of Latino political empowerment." Antonia Hernandez, former president and General Counsel of the Mexican American Legal Defense and Educational Fund, writes. "By telling his impressive story, this book does a significant public service, ensuring that generations to come will better appreciate who Willie Velásquez was and why his work helped to make America a stronger nation." Raul Yzaguirre President of the National Council of La Raza, writes. "Few American leaders have had as much long term impact on a people or the political system as Willie Velásquez. His efforts at SVREP and elsewhere helped to transform American political democracy and inclusiveness for Hispanic Americans and others in ways that many in American politics are only now beginning to comprehend. Thanks in large measure to Willie's work, America is a far more politically inclusive and representative nation than it was during his all too brief lifetime."

Juan Sepúlveda, Jr. is the author of

The Life and Times of Willie Velásquez: Su Voto es Su Voz (Arte Público Press, 2003. Sepúlveda graduated from Harvard College with a BA in Government; complete a combined degree in Politics, Philosophy, and Economics at the Queen's College, Oxford University, where he was a Rhodes Scholar, received his law degree from Stanford Law School; and has been admitted to the Texas Bar. Sepúlveda, a San Antonian who grew up in Topeka Kansas is the President and Co-founder of The Common Enterprise, a national management consulting group that developed from a major Rockefeller Foundation initiative. He lives in San Antonio, Texas with his wife, Teresa Nino, and their two children, Michael and Victoria.

Arte Público Press is the nation's largest and most established publisher of contemporary and recovered literature by U.S. Hispanic authors. Its imprint for children and young adults, Piñata Books, is dedicated to the realistic and authentic portrayal of the themes, languages, characters and customs of Hispanic culture in the United States. For more information, please visit our website at

www.artepublicpress.com.

JUAN POLLO
The BEST Tasting Chicken

BUY
2 WHOLE CHICKENS **\$13.99**
FOR

INCLUDES:
2 WHOLE CHICKENS
CHOICE OF 20 CORN OR FLOUR TORTILLAS
& 17FL. OZ OF HOT OR MILD SALSA

Not valid on catering or party orders. May not be combined with any other offers. Limit 2 orders per customer. Price subject to change without notice. 6-30-04

Fontana (909) 427-8960 San Bernardino (909) 885-5598
Highland (909) 864-5381 Redlands (909) 793-3885
New Highland (909) 881-4191

Four-D College
Our goal is your success!

Pharmacy Technician
Computerized Medical Billing/Coding
Medical Assistant and Vocational Nurse
Health Claims Examining/Medical Billing
Certified Nursing Assistant
Home Health Aide
Dental Assistant Program
NOW ENROLLING

GI-Bill Approved • Financial Aid • Child Care
Call Today **800-600-5422**
1020 E. Washington St. Colton
www.4dcollege.com

**Patronize
Our
Advertisers**

APTS FOR RENT

San Bernardino, Fontana, Rialto
Gated communities, near schools
and shopping centers.

Lrge 1-& 2-Bdrm Apts & Studios.

Sorry, no section 8.

Equal Housing Oppty

Credit check required

Espacios de una y dos recamaras
y estudios, se mantienen con
puertas de seguridad,
Localizados centralmente
Cerca de centros comerciales
y escuelas

San Bernardino (909) 886-8876
(909) 883-0514

Rialto (909) 877-0429

Riverside (714) 505-4923

JAN-PRO

Limpieza comercial

TE OFRECE QUE EMPIECES TU PROPIO NEGOCIO

Por solo \$950 Dlls de enganche

Nosotros proveemos todo lo que tu
necesitas para operar y obtener
tu propio negocio con EXITO.

- Clientes garantizados
- Financiamiento garantizados
- Entrenamiento y patrocinio
- Equipo y material

Cuentas disponibles atravez de todo el condado

Llame hoy

1-866-757-3700

MUSIC?
UNLIKELY.

But you can influence your
kids' decisions about drinking.

On the subject of underage drinking, kids consider parents
their number one influence.* So talk to your kids about
underage drinking now. They'll listen. For a free "Family Talk"
guide, visit familytalkonline.com or call 1-800-359-TALK.



*73% of 8-17 year olds, 2003 Roper Youth Report.

© 2004 Anheuser-Busch, Inc., St. Louis, Missouri

Your tree is waiting for you.



"We're happy to help the City of Riverside Public Utilities
promote their TREE POWER program and help everyone
be more energy-efficient with new shade trees."

Paul D. Dennis
Parkview Nursery, Arlington

Parkview Nursery in Arlington is waiting for you. Waiting for you to come
in and redeem your **Free Shade Tree Coupon** from the back of your
March Riverside Public Utilities bill. What are you waiting for? By
planting shade trees around your property, you can dramatically reduce
your cooling costs. Bring your coupon in today to Parkview or seven other
participating nurseries in town. For more on our TREE POWER Free Shade
Tree Promotion visit riversidepublicutilities.com, or call 826-5485.



riversidepublicutilities.com

Check the back of your **March**
City of Riverside Public Utilities
Department bill statement for
your **Free Shade Tree Coupon!**

Green Power - Good for Riverside, Good for the World